



case study: **Florida viability analysis**

challenge

A professional distributor of green industry products was considering an expansion into key areas in the state of Florida, including Orlando, Tampa and Ft. Lauderdale. Florida is a big market for irrigation and landscape supplies, and many of the distributor's competitors have locations in the state. Because of this and its parent company's existing presence in the market, the company was interested in exploring expansion opportunities in Florida.

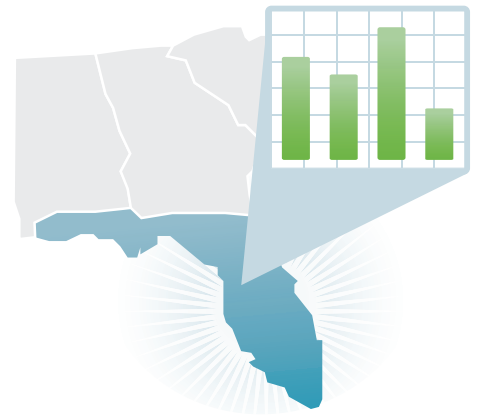
The distributor wanted to conduct a market intelligence study to gain a full understanding of competitive presence and market needs. In order to be better equipped to determine whether or not to expand into these areas in Florida, the company contacted Loop Demand Gen to conduct a market viability study.

solution

Loop worked closely with its strategic partner, Canyon Communications, to conduct both primary and secondary research in the area.

The first step was to conduct secondary research on the competition in the market. Canyon gathered information about each competitor's value proposition and geographic footprint and then mapped all of the locations. The mapping exercise helped determine which areas to focus on when exploring potential expansion locations.

The primary research consisted of telephone interviews with prospective customers in all three targeted areas of Florida. Loop used the Florida Irrigation Society (FIS) directory to find irrigation professionals in each of the three locations. The goal of the calls was to uncover qualitative information about competitors and find out what prospective customers are looking for in a landscape supplier. Prospects were also asked what types of products they purchase from their current supplier, how often they visit their supplier and what factors they consider when selecting a supplier.



results

Loop gathered extremely valuable qualitative information from the telephone interviews that helped the company decide whether to expand into the Florida markets.

Based on the primary and secondary research results, Loop was able to offer several high-level recommendations regarding the distributor's potential expansion into Florida. The research also provided useful information about recommended geographic areas for store locations, which key messages would resonate with prospects in this area and customer service expectations. These factors will be used to position the distributor in the new market when they begin their expansion.

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